

„Naše adresa – a new dimension for regional news in the Czech Republic?“ is the title of my thesis and it has two main parts.

Naše adresa was a project of the PPF Media group with a huge vision. It was supposed to be a printed regional newspaper linked to a hyperlocal news web. The project started on June 1, 2009 and it worked in seven regions – Olomoucko, Bílinsko, Teplicko, Ústecko, Holešovsko, Kroměřížsko and Bystřicko.

Firstly, I concentrated on explaining the PPF Media structure (PPF Media being a subsidiary of the PPF financial group), mentioning also the people involved in publishing Naše adresa. Next I tried to define hyperlocal journalism – by giving its definition, significance, benefits and also disadvantages. I also assessed the contribution and danger of civil journalism because both hyperlocal journalism and civil journalism were a very important part of Naše adresa.

The second part of the work is devoted to the comparison of Naše adresa (special version for Kroměřížsko) and Týdeník Kroměřížska (regional paper with a long tradition). I identified the differences, strategies and concepts of the content of both media.

In the end I summarized all the information presented throughout the text and I tried to show why the Naše adresa project was unsuccessful, because after fifteen months it was terminated.